

Subject: RE: Dave's "Qualification" Mailing  
To: Schwartz, Linda

Linda,

No he did not and now he has transferred to marketing. What does setting up the program comprise? Developing a script? Perhaps we should loop in Frank A. since Rob is no longer part of their group. Thanks for sending me this e-mail. At the promo meeting no one seemed to think that anything had been done. I thought you all had met!

I will also forward this to Nancy Z. to give her a status update

Thanks,  
Beth

2041359072

---

From: Schwartz, Linda on Tue, Nov 28, 1995 4:21 PM

Subject: FW: Dave's "Qualification" Mailing

To: Mullen, Elizabeth

2041359073

In follow up to your e-mail on Dave's 1-800 callers, I heard back from Legal on whether or not we can use Dave's letterhead to "qualify" consumers. (See the notes below.) Rob and I met shortly after this came up as an issue to begin investigating. My "next steps" were to find out from Legal on how we qualify, which Legal addressed. Rob was going to look into costs and the logistics of setting up this program. Did he get back to Brand with any recommendations/scripts/costs etc?

---

From: Mulligan, Kathleen on Fri, Nov 3, 1995 9:16 AM

Subject: RE: Dave's "Qualification" Mailing

To: Schwartz, Linda

2041359074

Cc: Buonaventura, Maria; Murphy, Virginia

Linda - you can use Dave's letterhead for your survey, but it must have the appropriate warning box and t&n disclosure.

---

From: Schwartz, Linda on Thu, Nov 2, 1995 12:08 PM

Subject: FW: Dave's "Qualification" Mailing

To: Mulligan, Kathleen

2041359075

Kathy,

Can you please help in securing an answer to my question below? We're starting to reach a time crunch.

Thanks.

---

From: Murphy, Virginia on Mon, Oct 23, 1995 12:55 PM

Subject: RE: Dave's "Qualification" Mailing

To: Schwartz, Linda

2041359076

Virginia Murphy will be at trial at the U.S. District Court from Mon., 10/23 through Wed., 10/25. She will not be in the office until at least 5:30 p.m. each of these days.

---

From: Schwartz, Linda on Mon, Oct 23, 1995 10:20 AM

Subject: Dave's "Qualification" Mailing

To: Murphy, Virginia

Cc: Conrad, Nancy; Gotti, Robert; Mullen, Elizabeth; Vander Putten, James

2041359077

Ginny,

Rob and I met last week to start discussing the processes we would need to put into place in order to qualify consumers who call the Dave's 800#. The question that I have for Legal is